

ART C061N: ARTISAN VENTURE PORTFOLIO DEVELOPMENT

Item	Value
Curriculum Committee Approval Date	10/25/2024
Top Code	050640 - Small Business and Entrepreneurship
Units	0 Total Units
Hours	40 Total Hours (Lecture Hours 16; Lab Hours 24)
Total Outside of Class Hours	0
Course Credit Status	Noncredit (N)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	Yes; Repeat Limit 99
Open Entry/Open Exit	No
Grading Policy	P/NP/SP Non-Credit (D)

Course Description

This pivotal class is designed to teach basic artwork presentation and marketing skills, including social networking skills. Traditional student-guided SMART (Specific, Marketable, Attainable, Relevant, and Timely) goals will be integral to formal critiques and peer feedback. SMART goals define Specific, Marketable, Attainable, Relevant, and Timely objectives for the home-based business. Pertinent to the business of art making will be the introduction of web-based sales, social media promotion and blog outreach. In addition to these, students will have hands-on opportunities to help run in the Pop-Up Shop, the Coastline Galleries' new gallery store, as well as participate in all open exhibition and craft fair opportunities provided by the Coastline Gallery. Noncredit. (NOT DEGREE APPLICABLE.) Not Transferable.

Course Level Student Learning Outcome(s)

1. Create and implement a plan for marketing and selling personally-created artistic products through a home-based business.
2. Develop and appropriately care for refined creative products.
3. Develop promotional material and sales techniques for marketing creative products.

Course Objectives

- 1. Develop SMART goals defining specific, marketable, attainable, relevant, and timely objectives for the home-based business.
- 2. Develop customized promotional content for creative products, including product statements and imagery suitable for virtual and print scenarios.
- 3. Develop self-promotional techniques for marketing creative products in business settings, including creating both an elevator speech and an exhibition pitch.
- 4. Care for creative products, including use of archival materials, presentation hardware, shipping materials and archiving arrangements.
- 5. Determine fair market value of creative products, negotiate sales, and record profits and expenses.

- 6. Research presentation venues and assess the appropriateness for their creative product.
- 7. Participate in critique opportunities to refine creative product quality and enhance marketing skill.

Lecture Content

SMART goals Clerical priorities The creative product Financial considerations Self promotion Presentation sites and support

Lab Content

SMART goals (specific, measurable, attainable, relevant, and timely) Semester, year, long-term formal critiques and peer feedback Clerical priorities Work statement Resumes and CVs Cover letters Letters of recommendation Contracts and agreements The creative product Finding and setting up creative office space/studio Product care Signing dating work Portfolios Work samples Shipping Packaging/crating Shipping options Condition reports Archiving Packing and labeling Documentation of product placement Keeping records and inventories: virtual and local Financial considerations Budgets Insurance Product Sales Pricing the product Taxes Billing and collection Bartering and trading Commissions Negotiation Self promotion Ethics Time management and organization Elevator speech Public relations, marketing, branding Networking and the internet Exhibition pitches brochures, catalogues, and business cards Presentation sites and support Presentation venues Galleries, dealers, agents, and consultants Web stores: free and fee-based Craft shows, fairs and parties, flea markets Open studios Residencies Public art projects Critique groups Studio visits

Method(s) of Instruction

- Enhanced NC Lect (NC1)
- Enhanced NC Lab (NC2)
- Online Enhanced NC Lect (NC5)
- Online Enhanced NC Lab (NC6)
- Live Online Enhanced NC Lect (NC9)
- Live Online Enhanced NC Lab (NCA)

Instructional Techniques

1. Lecture and discussion of important concepts 2. Discussion of relevant current trends 3. Out-of-class assignments including hands-on problem solving and independent responsibilities 4. Peer supported evaluations

Reading Assignments

Students will be given readings from the most appropriate texts, blogs, websites and resources available through the Coastline Library, as determined by the instructor.

Writing Assignments

Writing assignments will be determined by the instructor, based on SMART goals. Typical writing assignments will include artist statement, elevator pitch, CV/resume, artist biography, inventory catalogs and blog/website/newsletter marketing.

Out-of-class Assignments

Develop SMART goals Participate in an open call exhibition or art fair opportunities at the Coastline Gallery or in the community. Participate in professional sales practices through the Pop-Up Shop in the Coastline

Gallery. Develop a visually branded body of works and locate correlative markets for this work.

Demonstration of Critical Thinking

Direct observation of standard practices.

Required Writing, Problem Solving, Skills Demonstration

Successful completion of a student project.